

**12,400** new jobs | **107,000** acts of compassion | **42 percent** Louisville adults have college degrees  
**28 miles** of new bike lanes | **2** new interstate bridges | **1** Big Four pedestrian bridge



**GET INVOLVED:**

Join the 55K movement [55000degrees.org](http://55000degrees.org)

Volunteer for Give A Day [mygiveaday.com](http://mygiveaday.com)

Get involved in Vision Louisville [visionlouisville.com](http://visionlouisville.com)

Join a board or commission [Louisvilleky.gov](http://Louisvilleky.gov)

Help a child learn to read [every1reads.jefferson.kyschools.us](http://every1reads.jefferson.kyschools.us)

Hire a young person for the summer [www.kentuckianaworks.org](http://www.kentuckianaworks.org)

Plant a tree [www.louisvilleky.gov/brightside](http://www.louisvilleky.gov/brightside)

# PROGRESS LOUISVILLE

CREATING AMERICA'S MOST INNOVATIVE, ENTREPRENEURIAL CITY  
2013 ANNUAL REPORT



" FROM REGAINING ALL THE JOBS LOST DURING THE GREAT RECESSION TO CREATING A MORE INNOVATIVE AND COMPASSIONATE COMMUNITY, LOUISVILLE'S MOMENTUM IS VERY POSITIVE. THIS REPORT LOOKS AT WHERE WE'VE BEEN AND WHERE WE'RE GOING." — MAYOR GREG FISCHER

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# Jobs

## CREATING A VIBRANT, HEALTHY AND COMPASSIONATE CITY ALL STARTS WITH ONE CORE PRIORITY — CREATING GOOD PAYING JOBS.

From the opening of Gazelle technology in Riverport to the creation of BEAM Brands Global Support Center downtown, Louisville is a national leader in economic growth. By the summer of 2013, the city had regained all 42,000 jobs lost during the recession — a milestone.

Now, the goal is to increase wages while also continuing to grow jobs and encourage entrepreneurship.

“We’ll do this in a variety of ways, including attracting higher-wage jobs,” Fischer said. “We are also creating a culture of innovation and entrepreneurship, setting the tone for people to start their own companies.”

The city gained 12,400 new jobs in 2013, according to the Bureau of Labor Statistics.



## Bourbon and Food

Mayor Fischer has set an ambitious goal for Louisville: to be the best culinary and bourbon city in the world. He created the “Bourbon and Local Food Work Group” to make it happen.

**“What Napa Valley is to wine, Louisville will be for bourbon and food.”**

Louisville has had a surge of investments around bourbon in the past three years — from the \$10 million Evan Williams Bourbon Experience on Main Street to the growth of Moonshine University to the new offices for BEAM Brands at Fourth Street Live.

There are four bourbon distilleries open or planned for Main Street (Evan Williams, Michter’s, Angel’s Envy, Peerless Distilling) and the Copper & Kings brandy distillery is under construction in Butchertown. The bourbon industry in Louisville employs 4,200 people with \$263 million in payroll.

# Innovation

**MAYOR FISCHER VIEWS INNOVATION IN TWO IMPORTANT WAYS: INTERNAL, IMPROVING THE WAY METRO GOVERNMENT SERVES CITIZENS, AND EXTERNAL, SETTING A TONE OF INNOVATION IN BOTH THE BUSINESS AND SOCIAL SERVICE SPHERES.**

**INTERNAL:** Using the same data-driven techniques he used in his private businesses, the Mayor's team created LouieStat, short for Louisville Statistics, and is leading city departments through a time of rapid improvement.

**THE CITY'S INNOVATION DELIVERY TEAM** has made significant strides increasing recycling, improving the live-release rate at Metro Animal Services from 40 to 70 percent and growing the number of local companies exporting, which creates jobs. The innovation team, which concentrates on breakthrough initiatives rather than the daily work of city government, is funded in part by a \$4.8 million grant from Bloomberg Philanthropies of New York City.



**EXTERNAL:** Louisville Metro has become a national leader in making city government data open and transparent to the public, including social and business entrepreneurs like those above participating in a hack-a-thon. Our government web services received recognition as the top winner in the annual Digital Cities Survey. City government is leading the nation in breakthrough thinking.



EMS LouieStat success

*Would you like to add two full-time ambulances to the streets of Louisville without spending an extra dime? Sound too good to be true? Through LouieStat, EMS showed that cutting turn-around time at hospitals by just 10 minutes (from 40 to 30) would be almost the same as buying two more ambulances — netting an additional 40 hours of coverage a day. (An ambulance — just the vehicle and equipment — costs \$250,000, before it is even staffed.)*

*In October, crews hit the goal 82 percent of the time — more than doubling the number of quick turnarounds from a year earlier.*

*Better service for taxpayers at no additional cost. This is what data-driven efficiencies are doing for Louisville.*

# Health/Compassion



## MAKING LOUISVILLE A HEALTHIER AND EVEN MORE COMPASSIONATE CITY ARE TWO OF MAYOR FISCHER'S PILLARS FOR BUILDING THE BEST CITY IN AMERICA.

### RECENT SUCCESSES INCLUDE:

- ▶ Implementing voluntary smoke-free playgrounds and spray grounds in Shawnee, Iroquois, and Cherokee parks.
- ▶ Increasing the number of farmers markets that accept WIC, EBT or SNAP benefits.
- ▶ Restructuring the Mayor's Healthy Hometown Movement to implement a "health in all policies" approach, with Leadership Team support from all Metro departments and key community organizations.
- ▶ Announcing a new partnership making life-saving colon cancer screenings available to low-income, uninsured individuals.
- ▶ Opening a new Employee Wellness Center for city workers to improve health and cut health-care-related costs to taxpayers.
- ▶ Leveraging the world's attention in May during

the Dalai Lama's visit by working with the internationally known Festival of Faiths to develop a "mini-festival," furthering our international compassion reputation.

- ▶ Breaking our own "world record" with more than 107,000 volunteers and acts of compassion during the second annual Give A Day week of service in April.
- ▶ In June, a U.S. Conference of Mayor's Resolution called for more national compassionate city initiatives like those in Louisville.



## *Rising to the challenge*

*One highlight of the 2013 Mayor's Give A Day Week of Service was the 17,000 emergency food kits assembled by almost 5,000 Kroger Company managers and supervisors who were in town for a national meeting. The kits, equaling more than 250,000 meals, helped Louisville's Dare to Care program feed hungry families in the community.*



# Education

**LOUISVILLE HAS A NEW RECORD — NEARLY 42 PERCENT OF ADULTS HAVE AT LEAST AN ASSOCIATE'S DEGREE. (THAT'S TWO POINTS AHEAD OF THE NATIONAL AVERAGE.)**

This represents the progress of Louisville's 55,000 Degrees program, a citywide effort to increase the number of post-secondary degrees by 2020.

Local universities saw a 67 percent increase in the number of adult students returning to school, compared to a national increase of 42 percent.

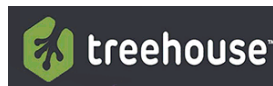


Louisville is also working to improve K-12 education. In a landmark move by city government, the mayor signed a joint commitment with JCPS to improve educational outcomes. Metro Government supports student success with quality educational opportunities in after-school and summer-camp programs. This summer, the city had camp programs for 500 youth, the Mayor's SummerWorks program employed more than 1,800 young people and we added out-of-school-time programs at community centers.

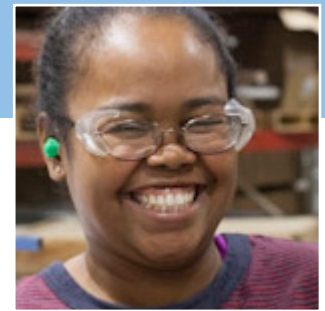
Of course, not all learning is school-based. Our city libraries are a support tool for students and learning opportunity for all citizens.

## IN 2013, THE LOUISVILLE FREE PUBLIC LIBRARY:

- ▶ Broke ground on the new Southwest Regional Library and opened a renovated Bon Air Library,
- ▶ Began providing valuable online coding training, through the popular program Treehouse.



*Free to all library card holders, Treehouse provides online instruction for creating phone apps and websites. (Non-library users pay \$300 a year for it.) The library expected 300 to 500 sign-ups in the first year, but got almost 600 in the first 90 days. About 100 new users sign up monthly.*



## 55,000 Degrees

Shira Allego

*Shira Allego is a full-time machine operator at Universal Woods, a Degrees at Work business. Her employer pays her tuition as she works toward a bachelor's degree in graphic design at DeVry.*

*Going back to school is still challenging for this mother of two, but she is dedicated to getting her degree. A college degree pays off, according to the census data. The median income for a college graduate in Louisville is \$42,000 compared to \$24,000 for a high school graduate.*

## LOUISVILLE DATA:

### \$42,000

**MEDIAN INCOME WITH BACHELOR'S DEGREE**

### \$24,000

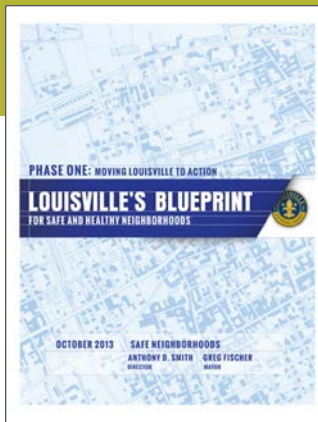
**MEDIAN INCOME FOR A HIGH SCHOOL GRADUATE**

# Public Safety

**THE CITY'S MAIN PRIORITY IS IMPROVING SAFETY IN EVERY NEIGHBORHOOD, AND IN 2013 VIOLENT CRIME — EVERYTHING FROM HOMICIDES TO AGGRAVATED ASSAULTS — WAS DOWN.**

## **OTHER KEY SUCCESSES IN PUBLIC SAFETY INCLUDE:**

- ▶ Creating the new position of Director of Safe Neighborhoods.
- ▶ Creating the VIPER unit to concentrate on hot spots of violent criminal activity.
- ▶ Securing federal COPS funding that will place five more School Resource Officers in local schools.
- ▶ Adding improved crime-mapping to the city's website so residents can track crime in their neighborhood [louisvilleky.gov/metropolice/crimemap](http://louisvilleky.gov/metropolice/crimemap)
- ▶ Establishing the Police Chief's advisory board to encourage open dialogue between officers and teens.



## *Violent crime down*

*Louisville's is already one of America's safest large cities and the Fischer team has plans to make it even safer. The safe neighborhoods plan is helping the city achieve that. Goals include:*

- *Increasing high school and college graduation rates;*
- *Increasing employment with a focus on our most economically challenged neighborhoods;*
- *Enhancing access to quality out-of-school-time programming;*
- *Enhancing intervention with individuals and families at first sign of risk;*
- *Increasing opportunities for citizens returning to the community from prison or jail.*

# Sustainability

IN MARCH, THE OFFICE OF SUSTAINABILITY RELEASED THE COMMUNITY'S FIRST EVER SUSTAINABILITY PLAN WITH SIX FOCUS AREAS AND 19 GOALS.



Louisville entered into an innovative partnership — the first of its kind involving a city government — to install \$27 million dollars in energy efficient improvements on city-owned property with no up-front cost to the city. (The city will pay Johnson Controls out of utility bill savings.)

- ▶ Metro hired an urban forester and created an online Tree Tracker where citizens can report when they plant trees on their property [www.louisvilleky.gov/brightside](http://www.louisvilleky.gov/brightside).
- ▶ The city instituted a variety of policies and recycling approaches within city buildings and on streets, including larger recycling bins in some neighborhoods.

## Sustain Louisville

*In 2013, the city released Louisville's first sustainability plan which heralds an exciting chapter in Louisville's history and affirms Metro Government's commitment to becoming one of the greenest cities in the country.*

*Whether improving access to farmers markets, making it easier to commute on bikes, or helping commercial buildings become more energy efficient, Sustain Louisville is laying a foundation for a healthier, more efficient Louisville.*

*Read the plan at [louisvilleky.gov/sustainability](http://louisvilleky.gov/sustainability)*



# Neighborhoods

**ALL GREAT, LIVABLE CITIES HAVE STRONG NEIGHBORHOODS WHERE PEOPLE WANT TO LIVE, RAISE A FAMILY, AND GROW A BUSINESS. METRO GOVERNMENT IS WORKING TO MAKE LOUISVILLE'S UNIQUE NEIGHBORHOODS EVEN STRONGER.**

## **KEY INITIATIVES AND SUCCESSES INCLUDE:**

- **BUILDING STRONGER NEIGHBORHOODS** by investing in new and expanded libraries, new sidewalks and improved parks. The city also began an aggressive campaign to plant more trees and created a Tree Tracker online tool so citizens can report when they plant trees on their property.
- **WORKING TO REDUCE VACANT AND ABANDONED PROPERTIES BY 40 PERCENT IN 3 YEARS:** Early successes include increasing demolitions of abandoned houses by 34 percent and starting the foreclosure process on nearly 160 properties. Quarterly VAPStat meetings keep the public informed.
- **REVITALIZING NEIGHBORHOODS:** Revitalization efforts have begun in Portland and Shawnee and will invest more than \$4 million, renovate nearly 200 homes and spur private investment. It's already led to more members of Portland Now.





#### INVESTING IN PARKS AND RECREATION:

- 21st Century Parks, in partnership with the city, continued rapid progress on the world-class, 2,400 acre Parklands of Floyds Fork – opening two new parks and breaking ground on two others.
- The Big Four bridge opened this year and is providing a workout and a view for thousands of people every day. The number is expected to grow when Jeffersonville completes its ramp in 2014.
- The city invested \$400,000 in a renovation of Okolona Park, including state-of-the-art playground equipment — the first major improvements to the park since the 1990s.
- The first phase of improvements to Charlie Vettner Park were completed.
- A relocated and beautifully restored Moremen Family Chapel opened its doors, creating an impressive new event venue for Southwest Louisville at Riverside Farnsley Moremen.

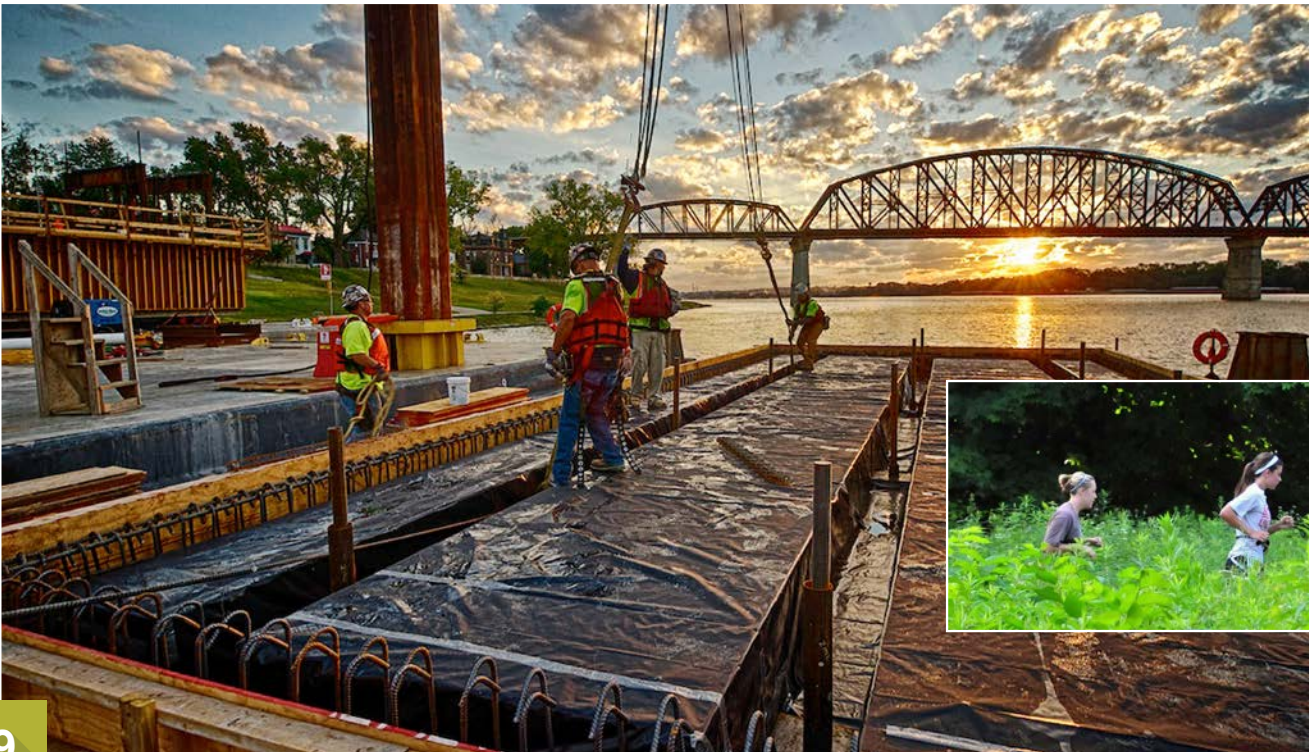


#### TRANSPORTATION AND TRANSIT:

- 28 miles of new bike lanes to connect U of L to Old Louisville to downtown. The corridor will be the city's first truly connected bike neighborhood.
- TARC's fleet continues to go greener — 11 new hybrids, new three-rack bicycle holders for buses and 21 e-tran buses that include WiFi.
- After many years with limited repaving, the city is spending \$6 million to repave bumpy roads across Louisville.

# More Accomplishments

- ▶ Construction well underway on the East End and Downtown Ohio River Bridges after four decades.
- ▶ Launched a concerted push to give Louisville citizens the ability to invest in their community through an initiative known as LIFT – Local Investments for Transformation.
- ▶ Received the best ever annual financial audit for Metro Government and the city's strong bond ratings were again rated AAA by Fitch.
- ▶ Negotiated new police and fire contracts that provide raises to employees while helping the city better align future revenues with future expenses.
- ▶ Announced another new product line at GE Appliance Park that continues the investment and adds an additional 200 new jobs.
- ▶ The Louisville Zoo received the Significant Achievement for Education Award for its School in the Zoo program.



# Accolades



- ▶ “Top Travel Destination for 2013” by Lonely Planet.
- ▶ Number three “Top 30 City for Young Entrepreneurs” by the readers of Under30CEO.
- ▶ Number two “American Boomtown for Manufacturing” by Forbes.
- ▶ One of the “Top 10 Cities for Cycling” by the Travel Channel.
- ▶ America’s Best Tasting Drinking Water by the American Water Works Association.
- ▶ One of the “Best Places to Retire” by AARP.
- ▶ A top “Up and Coming Food City” by Zagat.
- ▶ A Top 5 city government for using technology by the Center for Digital Government.
- ▶ Kentucky League of Cities named Mayor Fischer “Elected City Official of the Year”.
- ▶ “Governing” magazine named Mayor Fischer “Public Official of the Year”, the only U.S. mayor to win this award.
- ▶ A “Best of the World” destination, by National Geographic Traveler.

